

WEST DES MOINES PUBLIC ARTS ADVISORY COMMISSION PROCEEDINGS
Thursday January 23, 2014

The regular meeting of the West Des Moines Public Arts Advisory Commission was called to order on Thursday, January 23, 2014 at 5:32p.m. by Rita Luther.

Commission present: Rita Luther, Brenda Sedlacek, Tamara Kenworthy, Gary Hammers
Staff present: Parks and Recreation Director Gary Scott, Recreation Coordinator Allison Ullestad, Recording Secretary Sonya Coobs

On Item 1. Approval of Agenda

Kenworthy moved to approve the agenda as presented. Sedlacek seconded. Motion carried.

On Item 2. Citizen Forum

Welcome to Rick Messerschmidt, as our new City Council liaison.

On Item 3. Approval of Minutes of December 12, 2013

Luther noted several changes needed to be made before approval.

Motion by Sedlacek was made to approve the minutes as amended. Seconded by Hammers. Motion carried.

On Item 4. Old Business

No items.

On Item 5. New Business

A. Motion- Approval of Art on the Campus – Selection Committee Recommendations

Kenworthy reported on the Selection Committee's meeting and the discussion of the art that was entered for the exhibit. The committee decided to have Elise Steffes, member of the selection committee, prepare the descriptions for the art pieces and do the children's activity again. Discussion followed about the People's Choice award being available for online voting and prizes distributed to the winner next year. A map was given to the Commission for the location of each exhibit. Questions and concerns followed regarding the concrete pads and the locations for each exhibit. Scott was going to check with Jody Smith, City Deputy Clerk, regarding holes placed in the patio for an exhibit. Scott commented the laying of new concrete pads would be affected by the weather and installation of those pads would probably not start before April 15. Sedlacek moved to approve the Art on the Campus Selection Committee Recommendation with the amended locations of the exhibit. Hammers seconded the motion. Motion carried.

Hammers suggested a clearer way to state the financial impact in the staff report.

Luther discussed the date for the Launch Party. Scott suggested picking a date when the Mayor could attend this year. Scott will send out a calendar of dates to the commission and the Mayor to find a date that would best fit everyone. Ullestad recommended staying in the month of May to advertise the launch through the AMay-Zing Days committee and possibly receive a monetary donation to use for the Launch Party. May 15th will be the Park and Recreation night at Valley Junction. There is some money from the Foundation left over from last year for the party.

On Item 6. Staff Reports

Recreation Coordinator

Ullestad asked the Commission questions regarding her role in advertising the art and the Launch Party to the public. Ullestad confirmed the brochure for the Launch Party and art exhibit would be finished before April 15. Through electronic media and the City Magazine the notice will be sent out regarding the art exhibit and party. Ullestad will bring the invitation list to the next meeting to go over it with the Commission.

Director of Parks and Recreation

Scott and Ullestad met with Jessica Rowe, Director of the Greater Des Moines Public Art Foundation and discussed the master plan for the Commission. The concepts, the mission statement, vision and goals of the Commission were reviewed and discussed. Rowe recognized that the Commission has a plan in motion but that it needs to be more concise. Rowe will be editor and writer and will produce the product that the Commission is looking for, and then the plan will be brought before the Commission to review. Rowe will facilitate a few meetings to have an idea what story the Commission wants to tell with the art and the placement of the art in West Des Moines.

The key role for the Commission is to recognize the uniqueness of West Des Moines and to tell the story with art. Rowe will present a slide show to the Commission at a future meeting. During the planning process an open house will be held with the public. The purpose of the open house will be to show the public what the Public Arts Advisory Commission has done and is planning for West Des Moines. The Commission will want to receive input from the public on their ideas and thoughts.

Scott will prepare a contract for Rowe and decide on a completion date. Scott suggested taking the department vehicle, on a night of the Commission's regular meeting, and going on a ride to view different sites around the City that would make a big impact on the public for pieces of permanent art to be displayed.

Ullestad spoke about educating the public about the role of the Public Arts Commission. Discussion followed regarding different ways to contact the public: newspaper, twitter, Facebook, WDM Living, WDM Magazine Spring brochure. Kenworthy made mention of the Education and Awareness sub-committee but Luther stated they had not met.

Scott announced that Larry Bredeson will not be renewing his term with the Public Arts Commission. If there is any one that the Commission thinks would be a good asset Scott suggested they be encouraged to submit an application to the City. Ullestad mentioned TJ Lechtenberg might be a good replacement. Scott will notify him.

On Item 7. Other Matters

Kenworthy noted a brief article in the Iowa City Daily e-newsletter that mentioned the "City's Art Commission." Scott suggested in bigger cities there are art commissions that are part of the parks and recreation department. Ultimately in the future this might be a goal for West Des Moines, but, at this time, the goal is to focus on works of public art.

On Item 8. Receive, File and/or Refer

Hammers moved to adjourn. Kenworthy seconded. Motion carried. The meeting was adjourned at 6:28 p.m.

Respectfully submitted,

Sonya Coobs
WDM Parks and Recreation Secretary

ATTEST:

Rita Luther
Chairperson